

MINUTES

REGULAR MEETING OF CITY OF ALAMEDA ECONOMIC DEVELOPMENT COMMISSION THURSDAY, JULY 16, 2009 7:30 PM

CALL TO ORDER AND ROLL CALL

Chair Zuppan called the meeting to order at 7:44 p.m.

Present: Chair Zuppan. Commission Members: Bonta (arrived at 8:00 p.m.), Breuer, Dahlberg, Harrison (arrived at 7:47 p.m.), Milgram, Ryan, and Viehweg

Absent: Commission Member: Lindsey

Staff: Eric Fonstein and Rosemary Valeska

At this time, the Chair read a statement from Development Services Director Leslie Little, stating that unfortunately, she would be unable to attend this evening's EDC meeting, as she had been called into an emergency meeting of the California Redevelopment Association board relating to the State budget crisis.

MINUTES

2.a. Minutes of the Regular Meeting of June 18, 2009

Motion (Breuer), seconded, and unanimous (with abstention by Milgram) to approve the minutes of the Regular Meeting of June 18, 2009 as submitted.

CONSENT CALENDAR

(None)

ORAL COMMUNICATIONS – PUBLIC

(None)

UNFINISHED BUSINESS

(None)

NEW BUSINESS

6.a. Presentation Regarding the Fiscal Year 2008-09 Façade Assistance Program

Sue G. Russell of Development Services gave a preview of the PowerPoint presentation, which is scheduled to be given to the City Council in September. Following the presentation, the EDC Members stated their support of the program and thanked Ms. Russell for her work with the Façade Assistance Committee. The final PowerPoint presentation will be posted on the City's website. This item was presented for information, only; no EDC action was requested.

6.b. Request for Endorsement and Referral to the City Council of the Report by the Business Retention Subcommittee

Commission Member Harrison asked if the EDC was being asked to recommend this draft of the report or if there would be a final version. The Chair responded that, based upon her conversation with the Development Services Director, the remaining changes would be incorporated into the final report to the City Council. The additional items and refinements that would be incorporated into the report would include:

- Estimate the impact of implementation on staff time
- Add an appendix to include:
 - Informational flyer for forums
 - Forum agendas
 - Forum minutes
 - PowerPoint presentation made at forums
- Include recommendations to update the "Doing Business in Alameda" section of the City's website to include:
 - Remove the link to the old retail newsletter
 - Provide links to other resources on the business resource list
 - Provide links to explain City requirements and process
 - Provide link to the East Bay Economic Development Alliance (East Bay EDA)
 - Provide links to the business associations' web sites. (Additional information would need to be provided with these links)
 - Provide link for information regarding the Façade Assistance Program
 - Provide link for information regarding Alameda Municipal Power's benefits
 - Reconsider the reference to "Silicon Island"

Motion (Harrison) and seconded to recommend that the report be recommended as noted. Commission Member Bonta stated that he did

have some recommended text changes. Further discussion followed. Commission Member Viehweg asked if the subcommittee had researched other cities that were perceived as being business-friendly and if benchmarks for measuring improvement had been established. Commission Member Harrison responded that the subcommittee did not use external benchmarks. This process was a response to the economic climate. The subcommittee found that, independent from the economic climate, there were things happening in Alameda in terms of customer service. Moving forward, the subcommittee would use these findings as a benchmark. The Chair stated that in reference to following the examples of other cities, Alameda does not have the funds to do some of these things. Commission Member Harrison withdrew his original motion in order to allow input from Commission Member Bonta. Commission Member Bonta noted that there were references to "Proposition H" and these should be changed to "Measure H." He also identified the need for additional text ("as compared to") to link the third and fourth bulleted items on page 2. Motion (Breuer), seconded, and unanimous to recommend the report as amended. The Chair asked Commission Member Harrison if he could be available to attend the City Council meeting when the report is presented to them. Commission Member Harrison stated that he would be available. Motion (Bonta), seconded, and unanimous to forward the report to City Council and authorize the subcommittee chair (Harrison) to be available at the presentation.

The Chair stated that the subcommittee's report had been referenced in the *Alameda Sun*. Also, the report had been mentioned at three meetings that she had attended in the past week. The Chair and Commission Member Harrison each thanked their fellow subcommittee members as well as EDC staff.

6.c. Request for Endorsement and Referral to the City Council of the Report by the Business Attraction Subcommittee

Commission Member Milgram stated that she was not prepared to present her subcommittee's report at this meeting. The Chair stated that this item would be continued to a future meeting.

6.d. Nomination of Officers for 2009-10

Nominations for Chair were as follows:

- Chair Zuppan
- Commission Member Bonta
- Commission Member Breuer

Nominations for Vice Chair were as follows:

- Chair Zuppan

- Commission Member Bonta
- Commission Member Breuer
- Commission Member Harrison

The nominations were unanimously approved. The election of officers will be held at the September 17, 2009 Regular Meeting.

REPORTS

WRITTEN COMMUNICATIONS

8.a. Upcoming EDC Agenda Items

- Mr. Fonstein reported that the proposed hotel ordinance item would be brought back to the EDC in September or October.
- Mr. Fonstein reported that the Development Services Director had planned on giving an update regarding Alameda Point at this meeting; however, as reported earlier, she was unable to attend. Mr. Fonstein reported on Ms. Little's behalf. SunCal decided to postpone its initiative from November 2009 to March 2010. The signatures gathered for the November election would be valid for the March election. The City is in discussions with the Navy. Staff hopes to have more information to report to the EDC in September or October. Commission Member Dahlberg stated that he had questions about the City's negotiations with the Navy. Commission Member Breuer asked who would be paying for a special election. Mr. Fonstein stated that he would look into this. Commission Member Harrison commented on questions that arose regarding SunCal's signature gathering. The Chair stated that this matter is being addressed.

8.b. Redevelopment Magazine

- The Chair noted the proposed impacts to redevelopment as a result of the State budget process.

ORAL COMMUNICATIONS – COMMISSION MEMBERS AND STAFF

- In acknowledgement of the EDC's year end, Commission Member Harrison thanked his fellow Commission Members and staff for their efforts over the past year.
- The Chair stated that it was now official that Clif Bar would be relocating its corporate headquarters from Berkeley to Emeryville.
- The Chair stated that business retention survey comments regarding specific City departments have been forwarded to those departments.
- The Chair stated that she was being proposed for another City commission and if this turned out to be her last EDC meeting, she

wanted to take this opportunity to thank her fellow EDC Members and staff.

ADJOURNMENT

The meeting was unanimously adjourned at 8:37 p.m.

Respectfully submitted,

Rosemary Valeska
EDC Recording Secretary

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